

**METHOD AND SYSTEM FOR MANAGING CONCURRENT SKU-BASED REWARDS PROGRAM**

**ABSTRACT OF THE DISCLOSURE**

Techniques for providing a plurality of incentives for a product during a loyalty transaction are provided. A group of eligible incentives for a product are determined and one or more of the eligible incentives are selected and applied to the loyalty transaction. The techniques include determining a plurality of incentives that are eligible for application to the transaction, the eligibility based on at least one product; determining one or more incentives from the plurality of incentives to apply to the transaction; and applying the determined one or more incentives to the transaction.

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